

Event Planning Checklist

Your Event Concept

- Defined your event topic and key takeaway for attendees
- Chosen your event format (panel, workshop, demo, keynote, networking, etc.)
- Identified your target audience
- Confirmed your event aligns with Tech Week guidelines (educational, non-partisan, no sales pitches)

Your People

- Identified and confirmed your speaker(s) or presenter(s)
- Assigned an internal point of contact for the event
- Determined who on your team is responsible for day-of logistics
- Confirmed who your Tech Week Ambassador will be for day-of

Your Venue & Logistics

- Secured a venue
- Confirmed venue capacity fits your expected attendance
- Verified AV and tech needs are available at your venue (if needed)
- Confirmed venue accessibility (parking, ADA compliance, public transit)
- Selected a date and time

Your Budget

- Estimated your event budget
- Identified any costs you'll need to cover (AV, catering, print materials, etc.)
- Determined whether you need sponsors to offset costs
- If sponsored are needed, created a sponsorship package and shared with the Tech Week team to add to their [Sponsor page](#)

Your Application

- Downloaded the What to Expect guide so you know what information you'll need
- Drafted your event title and description (see tips in the What to Expect guide)
- Confirmed all event details are accurate and final before submitting